

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

IN THE CLAIMS:

1. (Original) A system for tracking an authenticated item comprising:
an authentication device affixed to the item;
an item registration system receiving authentication device data from the authentication device and associated item data and storing the authentication device data and the associated item data; and
an owner registration system receiving owner registration data after a buyer has acquired the item; and
a buyer verification system receiving the authentication device data, the associated item data and the owner registration data and storing buyer verified data if the associated item data correlates to the owner registration data.
2. (Original) The system of claim 1 wherein the authentication device comprises:
a radio frequency identification tag having a unique identifier;
a metallic tag having a hologram etched upon a surface; and
a peel-away adhesive layer affixed to the radio frequency identification tag and the metallic tag, wherein a portion of the peel-away adhesive layer remains affixed to the item if the authentication device is removed from the item.
3. (Original) The system of claim 2 wherein the radio frequency identification tag is affixed to the peel-away adhesive layer and is separate from the metallic tag, such that the radio frequency identification tag remains affixed to the item if the authentication device is removed from the item.
4. (Original) The system of claim 1 wherein the item registration system further comprises:

an item check-out system receiving item check-out data for the item when it is removed from inventory for use;

an item check-in system receiving item check-in data for the item when it is returned to inventory from use; and

an event verification system providing event verification data associated with the item while it was in use.

5. (Original) The system of claim 1 wherein the purchaser verification system further comprises a chain of custody system receiving purchase location data and determining whether chain of custody data exists for the item that ends at the purchase location.

6. (Original) The system of claim 1 further comprising an alert system generating an alert to an operator if the associated item data does not correlate to the owner registration data.

7. (Original) The system of claim 1 further comprising an item transfer system receiving purchaser data from an owner and requesting confirmation from a purchaser based on the purchaser data.

8. (Original) The system of claim 1 further comprising a personage verification system receiving personage data and providing item data that corresponds to the personage data.

9. (Original) A method for tracking an authenticated item comprising:
affixing an authentication device to the item;
storing authentication device data and item description data;
receiving owner registration data; and
generating confirmation data if the owner registration data and the item description data are correlated to the authentication device data.

10. (Original) The method of claim 9 further comprising generating alert data if the owner registration data and the item description data are not correlated to the authentication device data.

11. (Original) The method of claim 9 wherein affixing the authentication device to the item comprises affixing a radio frequency identification tag to the item.

12. (Original) The method of claim 9 wherein generating confirmation data if the owner registration data and the item description data are correlated to the authentication device data comprises determining whether item description data provided with the owner registration data matches item description data associated with the authentication device data.

13. (Original) The method of claim 9 further comprising:
receiving personage data associated with the item; and
generating a report that includes the item data based on the personage data.

14. (Original) The method of claim 9 further comprising:
receiving item transfer data from a current owner;
receiving transfer confirmation data from a prospective owner; and
storing the prospective owner data as the owner registration data after receiving the transfer confirmation data.

15. (Currently Amended) A system for authenticating an item comprising:
an owner registration system means for receiving owner registration data and item data;
an item registration system means for determining whether the item data matches stored item data;
an event verification system for determining whether the item data matches stored event data;
an authentication device attached to the item in a manner that allows the authentication device to be read by an authentication device reader and that generates an indication if the authentication device is removed from the item; and
wherein means for storing the owner registration data **is stored** as authenticated owner registration data **if the item data matches the stored item data and the stored event registration data.**

16. (Currently Amended) The system of claim 15 wherein the an item registration system ~~means for determining whether the item data matches stored item data~~ further comprises an item identification system receiving authentication device data from an authentication device attached to the item and storing the authentication device data as the item data.

Claim 17 (Cancelled).

18. (Original) The system of claim 15 further comprising an owner flagging system receiving flag data for the item and generating item transfer data.

19. (Original) The system of claim 18 further comprising a buyer identification system receiving buyer identification data and generating buyer transfer query data.

20. (Original) The system of claim 19 further comprising a buyer verification system receiving buyer transfer confirmation data and changing the owner registration data to the buyer identification data.

21. (Original) The system of claim 1 further comprising an item appraisal system receiving item appraisal data and associating the item appraisal data with item data.

22. (Original) The system of claim 1 further comprising a tracking personalization system receiving item data and associating the item data with a personalization database.